**Needs Assessment Analysis**

**Sources of Information**

1. County Trend Data (resource list included)
2. County Leadership (Manager Interview & Commissioner/Manager Survey)
3. Community & Stakeholders (Community Survey & Focus Groups)
4. Employees (Employee Survey)
5. Other (County Strategic Plans, Community Assessments, Land Use Plans, etc.)

**Prioritizing Needs**

Work with your County Extension Staff and/or Advisory Council to review county trend data and needs assessment data to prioritize community needs. Look at multiple sources of data to prioritize the programs and services provided by Extension in your county. Identify the “stars” or the programs/services that are most needed in the community and that Extension can have the greatest impact.



Utilize the following criteria for prioritization:

* Magnitude: Are a large number or percent of the target population affected by the need/issue?
* Importance: Is this a need/issue that has a significant effect on the public’s well-being?
* Urgency: Is this a priority need/issue that needs to be addressed in the next 1-3 years?
* Integration: Does the community lack alternate organizations/programs to focus on the need/issue or on similar needs/issues?
* Community Readiness: Have members of the community identified this as an important need/issue?
* Potential Impact: Do you have reason to believe you can have measurable impact on this need/issue?
* Feasibility: Are there opportunities for action to address the need/issue?
* Resources: Are resources (funds, staff, expertise) either readily available or can likely be obtained to address the issue?

When reviewing your data keep in mind that multiple stakeholders may have different views of which needs should be emphasized. Consider why the viewpoints differ. Consider selecting needs that have relatively high priority multiple stakeholder groups, even though they may not be at the top for any one group. You may also consider making the final prioritization based on feasibility or impact rather than the highest stakeholder identified need.

**Steps**

1. Review county trend data and list significant trends on the County Trend Analysis Worksheet
2. Review needs assessment data with Extension Staff and/or Advisory Council, prioritize needs by listing identified needs and programs on the Prioritization of Needs Worksheets. Rate each need/program based on the criteria above using a 1 (low) – 3 (high) scale.
3. Transfer the needs/programs to the Needs Assessment Prioritization Matrix Worksheet to help identify your highest priority programs/services.
4. Save a copy of your worksheets to you County’s folder in the Needs Assessment Team Drive.

**County Trend Data**

County Overview

County location

Urban/Rural

County size (sq mi)

Unique characteristics

Population

Population Size – in or out migration of population

Age – Median age, percent of population under 18, percent of population 65 and over

Race – in or out migration of racial groups

Ethnicity – in or out migration of ethnic groups

Language Spoken – percent of population that is Limited English Proficient, languages spoken by non-English speaking population

Education Level – average educational attainment of population

Economy

Income

Unemployment

Poverty

Employers/job sectors

Agriculture

Farm gate/Profitability

Land use/Number of Farms/Farm size

Diversification of production

Age/demographics of operators

Technology/Innovation

Sustainability/Environmental protections

Health

Obesity

Diabetes

Drug Abuse

Food insecurity

Youth/Families/Communities

School performance/Student Achievement

Free & Reduced lunch

Dropout rate

STEM education

Community/economic development

**Data Resources for Trend Analysis**

General:

Extension County Profile [www.go.ncsu.edu/countyprofile](http://www.go.ncsu.edu/countyprofile)

NCACC County Map Book <https://www.ncacc.org/654/2017-County-Map-Book>

County Strategic Plan – see county

Agriculture & Natural Resources:

Census of Agriculture <https://www.agcensus.usda.gov/Publications/2012/Full_Report/Census_by_State/North_Carolina/index.asp>

QuickStats <https://quickstats.nass.usda.gov/>

NC Ag Stats <http://www.ncagr.gov/stats/AgStat/index.htm>

County Ag Profiles <https://cefs.ncsu.edu/food-system-initiatives/local-food-economies/infographicscounty-ag-profiles/>

Environmental Data <http://data-ncdenr.opendata.arcgis.com/>

Demographics:

US Census <https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>

UNC Demography <http://demography.cpc.unc.edu/resources/data-tables/>

Limited English Proficiency <https://www.lep.gov/maps/>

School Data <http://www.ncpublicschools.org/data/reports>/

Health Data:

State of the County Health Report – see county

County Health Data Book <http://www.schs.state.nc.us/data/databook/>

County Health Rankings <http://www.countyhealthrankings.org/rankings/data/NC>

CDC Diabetes <https://www.cdc.gov/diabetes/data/county.html>

State of Obesity <https://stateofobesity.org/states/nc/>

Map the Meal Gap <http://www.feedingamerica.org/research/map-the-meal-gap/2016/overall/NC_AllCounties_CDs_MMG_2016.pdf>

Opioid Abuse <https://www.ncacc.org/648/Opioid-Abuse-Statistics-by-County>

Environmental Health Inspection Reports – see county

Economic & Community Development:

NC Dept of Commerce <https://accessnc.nccommerce.com/>

LINC <http://data.osbm.state.nc.us/pls/linc/dyn_linc_main.show>

OSBM <https://www.osbm.nc.gov/facts-figures>

Tourism <https://partners.visitnc.com/economic-impact-studies>

NC Rural Center <https://www.ncruralcenter.org/research/data-visualizations/>

County Land Use Plan – see county

**County Trend Analysis**

|  |  |
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| **Population** |  |
| **Economy** |  |
| **Environment** |  |
| **Agriculture** |  |
| **Health** |  |
| **Youth** |  |
| **Families, Individuals, & Consumers** |  |

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| **Agriculture & Natural Resources** | **NEED** | | | | | **IMPACT** | | |
| **1=Low**  **Strategy/Program**  **2=Medium**  **3=High** | **Magnitude** | **Importance** | **Urgency** | **Integration** | **Readiness** | **Impact** | **Feasibility** | **Resources** |
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| **4-H Youth Development** | **NEED** | | | | | **IMPACT** | | |
| **1=Low**  **Strategy/Program**  **2=Medium**  **3=High** | **Magnitude** | **Importance** | **Urgency** | **Integration** | **Readiness** | **Impact** | **Feasibility** | **Resources** |
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| **Health & Nutrition** | **NEED** | | | | | | **IMPACT** | | | |
| **1=Low**  **Strategy/Program**  **2=Medium**  **3=High** | **Magnitude** | **Importance** | **Urgency** | **Integration** | **Readiness** | **Impact** | | **Feasibility** | **Resources** |
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| **Community & Rural Development** | **NEED** | | | | | **IMPACT** | | |
| **1=Low**  **Strategy/Program**  **2=Medium**  **3=High** | **Magnitude** | **Importance** | **Urgency** | **Integration** | **Readiness** | **Impact** | **Feasibility** | **Resources** |
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| **Individuals, Families, & Consumers** | **NEED** | | | | | | **IMPACT** | | | |
| **1=Low**  **Strategy/Program**  **2=Medium**  **3=High** | **Magnitude** | **Importance** | **Urgency** | **Integration** | **Readiness** | **Impact** | | **Feasibility** | **Resources** |
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**NEED**

**Needs Assessment Prioritization Matrix**

**IMPACT**